

The Growing European Mobile Broadband Market

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HSPA/LTE subscribers account for 20.6% of total European broadband connections (PCs and tablets) in 2010, according to Berg Insight.



Growing by 33% Y-o-Y, HSPA/LTE subscribers in Europe reach 33.9M in 2010-- and are forecast to grow to 96M with a CAGR of 18.9%.

Berg says mobile broadband adoption varies significantly across Europe. Austria is "the most advanced market," with a 20% penetration rate (46% of all broadband connections in the country). Penetration rates in Sweden, Denmark, Norway, Finland, Ireland and Portugal total around 10%, while penetration rates in Belgium, Switzerland and Greece are less than 3%.

Huawei holds a strong market in Europe (as it does worldwide), and is the biggest European vendor with 49% market share. ZTE follows with 31%.

Berg also provides broadband device numbers for Europe in 2010-- 27.4M, from global totals reaching 92.7M.

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